Sekonda

Russian Watches - a lot of watch for a little money.



SEKONDA
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284
282
66
77
261
Like all good watches - Sekonda Russian Watches have fully jewelled lever movements.


204
70
256
28
166
236
244
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208
221
307
Like all good watches - Sekonda Russian Watches have fully jewelled lever movements.



The front cover picture shows a man's watch (model 42) and a lady's watch (model 194).


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SEKONDA
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Like all good watches - Sekonda Russian Watches have fully jewelled lever movements.

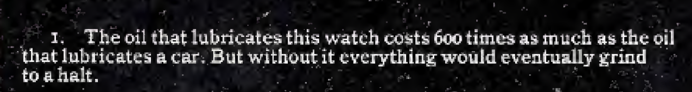

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What's in a Sekonda for you?

The inside story of a good watch.



1. The oil that lubricates this watch costs 600 times as much as the oil that lubricates a car. But without it everything would eventually grind to a halt.

2. The hairspring is carefully compensated against changes in temperature. If it wasn't, a mere 18° F. change in temperature would make the watch wrong by 1½ minutes a day.

3. The outside of this balance wheel travels about 6,000 miles in a year of normal use (that's as far as America and back). Even an aeroplane couldn't go this far without proper servicing, and a Sekonda watch will work all the better for an annual overhaul.

4. This pivot needs protection. It's a mere thirty-thousandth of an inch thick, yet it has to support the entire balance wheel.
All Sekonda watches have a spring set behind the pivot jewels, so a small knock doesn't have a shocking result.

5. The main spring of a Sekonda watch is made of an alloy twenty times stronger than ordinary steel. Which is a touch pricier: ounce for ounce it costs almost as much as pure gold.

6. This pivot swings backwards and forwards 432,000 times a day or 3 million times a week or 150 million times a year. If it hadn't got a jewel on either end it would get horribly worn.
And as it's not much thicker than a human hair, a little bit of wear would go a long way.
All Sekonda watches have jewels at all their important working parts, to keep things running smoothly.

7. The escape wheel has to let the energy of the main spring "escape" tick by tick. It's rather like a turnstile letting through a flow of impatient people.
All this energy would cause a lot of wear on the wheel's pivots – if it wasn't for the jewels at either end.

8. The jewels in a watch (marked in red) aren't at all the Crown Jewel variety. Far from being dug up from the ground, they're made very precisely by an industrial process.
Once made, they then have to be cut to size and eased into the nooks and crannies on a watch. Imagine having to fiddle round with something that's just one hundredth of an inch across.
But we think it's worth the trouble.



Like all good watches - Sekonda Russian Watches have fully jewelled lever movements.

Sekonda

Russian Watches - a lot of watch for a little money.

Fully jewelled lever movements.
Shock resistant.
With 12 months guarantee.

Price List 1974

Mens watches

No.	Description	£ p.
5	Mans business watch, chrome case, 17 jewels.	6·95
8	Mans 21 jewel square dress watch with magnified date. Fitted steel fully adjustable mesh bracelet.	12·95
	Available on leather strap. (7)	9·95
21	Mans 17 jewel date watch, sweep second hand. Black Pushkin strap.	8·95
	Available on adjustable steel link bracelet. (22)	9·96
	Also blue dial and strap. (19)	8·95
	On bracelet. (20)	9·95
23	Mans Automatic self-wind with date, 30 jewels, leather strap.	12·95
	Available on fully expanding steel "Toppsflex" bracelet. (24)	13·95
28	Mans Automatic self wind with date, 30 jewels, on fully expanding adjustable steel "Toppsflex" bracelet.	13·95
	Available on matching blue leather strap. (27)	12·95
	Also with black dial on bracelet. (26)	13·95
	On leather strap. (25)	12·95
42	Mans elegant slim dress watch in 18ct. goldplated case, 23 jewels, silver soleil dial, "Milanese" fully adjustable metal wrist band.	12·95
	Available on black leather strap. (41)	10·50
43	Mans slim dress watch, 23 jewels, 18ct. gold plated case on leather strap.	10·50
	Available on fitted fully adjustable mesh bracelet. (44)	12·95
46	Elegant mans dress watch 18ct. gold plated case, black dial, tailored fully adjustable mesh bracelet.	12·95
	Available on black leather strap. (45)	10·50
51	Inexpensive 17 jewelled mans date watch, 18ct. gold plated case. Brown "pushkin" strap.	7·95
	Available on mesh bracelet. (52)	9·50
63	$\frac{1}{5}$ second, 30 minute counter, 15 jewel pocket stop watch.	6·95
64	Chrome pocket watch, 18 jewels.	5·95

No.	Description	£ p.
66	Alarm watch for parking meters and keeping punctual throughout the day, 18ct. gold plated case, leather strap.	12·95
	Available on fully expanding "Toppsflex" bracelet. (67)	13·95
	Also in chrome case, leather strap. (65)	11·95
70	Chronograph $\frac{1}{5}$ second with separate 45 minute recording. Fitted steel adjustable bracelet.	21·95
	Available on black leather strap. (69)	19·95
	Also with white dial on strap. (68)	18·95
72	Dress pocket watch, 23 jewels, 18ct. gold plated case complete with "Albert" Chain.	10·95
	With fully figured Roman Numerals. (62)	10·95
204	Mans slim all stainless steel watch fitted steel "Rallye" type adjustable bracelet.	DISCONTINUED
	Available on leather strap. (203)	DISCONTINUED
206	Mans 23 jewel slim dress watch. Fitted steel mesh fully adjustable bracelet.	11·95
208	Mans all steel automatic selfwind, 30 jewels, fitted steel, fully expanding adjusable bracelet.	15·50
	Available on black leather strap. (207)	13·95
221	Mans 17 jewel Date watch "slate" dial fitted adjustable steel link bracelet.	9·95
	Available on leather strap. (220)	8·95
224	Mans watch, 17 jewels. Raised baton dial, leather strap, chrome plated case.	7·50
	Gold plated version. (247)	8·50
236	Automatic self-wind with date for men 18ct. gold plated case, 30 jewels, silver soleil baton dial, fitted "Toppsflex" fully expanding bracelet.	14·95
	Available on black leather strap (235)	13·95
244	Mans date watch, 21 jewels, 18ct. gold plated case with silver soleil dial. Fitted "Toppsflex" fully expanding bracelet.	10·95
	Available on leather strap. (243)	9·95
	Also with "Bronzed" dial on "Toppsflex" bracelet. (240)	10·95
	On leather strap. (239)	9·95
	With blue dial on "Toppsflex" bracelet. (242)	10·95
	On leather strap. (241)	9·95
245	Mans 18ct. gold plated "clear dial" watch on leather strap.	7·95
250	Mans dress watch, 18ct. gold plated case, "champagne" dial. Fitted mesh fully adjustable bracelet.	10·95

No.	Description	£ p.
253	Mans date watch, 18ct. gold plated "slate" dial on black leather strap.	8·95
	Available on adjustable link bracelet. (*254*)	9·95
256	Mans date watch 18ct. gold plated case on adjustable link bracelet.	10·95
	Available on black leather strap. (255)	9·95
261	Mans Automatic self-wind with date, modern tonneau design, 18ct. gold plated case, with bronzed dial, 30 jewels, matching brown leather strap.	13·95
	Available on "Toppsflex" expanding bracelet. (*262*)	14·95
263	Mans elegant dress watch, 18ct. gold plated case on black leather strap.	10·50
265	Mans day and date watch 26 jewels in 18ct. gold plated case, rapid date change device, on black leather strap.	11·95
	Available on fully expanding "Toppsflex" bracelet. (*266*)	12·95
	Also in chrome case. (*11*)	10·95
	On steel "Toppsflex" bracelet. (*12*)	11·95

Boys watches

No.	Description	£ p.
4	Boys watch. Black 24 hours military style dial, sweep second hand. Fully adjustable steel bracelet.	6·50
	Available on leather strap, (*3*)	5·95
	and with white dial (*1*)	5·75
700	Illustrated as 350	
	18ct. gold plated—Boy's watch, 17 jewels, "Leather" strap.	6·95
	In chrome plated case and white dial. (*600*)	5·95

Ladies watches

No.	Description	£ p.
77	Nurses fobwatch, 21 jewels, "easy read" dial, sweep second hand, complete with pin and chain.	6·95
79	Inexpensive clear dial chrome case model on black leather strap, 17 jewels.	6·95
	Available on fully expanding steel bracelet. (*80*)	7·95
82	Ladies clear dial 18ct. gold plated watch with red sweep second hand, on brown leather strap.	7·95
	Available in chrome case with white dial. (*81*)	6·95
83	Chrome brushed case, 17 jewels.	8·95
94	Ladies clear dial watch, 18ct. gold plated case.	7·95
96	Ladies petite watch in 18ct. gold plated square case on leather strap.	8·95
150	Ladies clear dial watch, with British 9ct. gold, hallmarked case on black leather strap. (Illustrated as 126)	19.95
166	Ladies 18ct. gold plated cocktail watch on fully expanding gilt bracelet.	8·95
	Available on black "Pushkin" strap. (*85*)	7·95
178	Ladies gold plated watch with gilt dial, 17 jewels, sweep second hand, on strap.	10·95
	In chrome plate and white dial. (*174*)	9·95
180	Ladies "Classical" rectangular watch in 18ct. gold plated case, silver soleil Roman dial, black leather strap.	8·95
183	Ladies vertical oval in 18ct. gold plated case, rich brown dial with matching "wet look" brown leather strap.	8·95
	Available on fitted mesh bracelet. (*184*)	10·95
190	Ladies vertical oval dress watch, 18ct. gold plated case, sculptured dial, fitted matching mesh bracelet.	11·50
	Available on black "wet look" leather strap. (*189*)	9·50
194	Ladies petite dress watch in 18ct. gold plated case, 17 jewels, gilt sculptured dial, saphette glass, fully adjustable fitted slim mesh bracelet.	9·95
	Available on black "wet look" leather strap. (*193*)	7·95
195	Ladies "Carré Cambrai" style with inset Roman dial, matching blue leather strap.	9·50
	Available on fitted mesh bracelet. (*196*)	11·50
200	Ladies "Carré Cambrai" design 18ct. gold plated case, inset Roman dial, fitted matching mesh bracelet.	12·50
	Available on leather "wet look" strap. (*199*)	10·50
278	Ladies "Nell Gwynne" watch 18ct. gold plated case, cast link bracelet.	9·50
	Available on leather strap. (*277*)	7·95

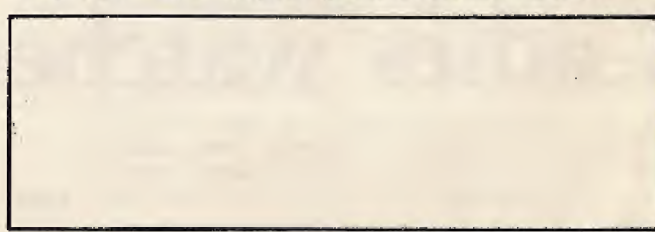
		£ p.
282	Ladies pendant watch. Elegant diamond cut 18ct. gold plated case, complete with chain.	**9·95**
284	Ladies fashionable oval shape watch. White numerals on radiant blue dial, fitted matching mesh bracelet.	**9·95**
	Available on matching blue leather strap. (283)	**7·95**
	Also with silver soleil dial on bracelet. (341)	**9·95**
	On leather strap. (340)	**7·95**
297	Ladies dress watch, 18ct. gold plated case, sculptured dial, black "pushkin" strap.	**9·50**
	Available on gilt mesh bracelet. (298)	**11·95**
	Also with full Arabic figure dial on bracelet. (296)	**11·50**
	And on strap. (295)	**8·95**
304	Ladies "Classical" watch, 18ct. gold plated case, sculptured dial with sweep second hand.	**9·50**
	"Toppsflex" bracelet model. (305)	**10·95**
307	Ladies "Classical" watch with "silver birch" finish dial and matching expanding bracelet.	**9·50**
	Available on black "wet look" leather strap. (306)	**8·50**
309	Ladies square "silver birch" finish dial, fitted rhodium plated mesh bracelet.	**11·50**
	Available on black leather strap. (308)	**9·50**
	With gold plated case, gilt dial and bracelet. (281)	**12·50**
311	Elegant ladies dress watch "silver birch" finish dial, tailored rhodium plated mesh bracelet.	**10·50**
	Available on black "Pushkin" strap. (310)	**8·50**
314	"Carré Cambrai" design ladies watch in 18ct. gold plated case radiant mauve, gilt Roman dial with matching mauve "Push-kin" strap.	**10·50**
	Available on fitted mesh bracelet. (315)	**12·50**
326	High fashion square ladies watch, 18ct. gold plated case, black dial fitted matching "buckle" strap.	**8·95**
	Available in chrome with blue dial, and strap. (312)	**7·95**

		£ p.
330	Elegant and practical ladies date watch, 18ct. gold plated "tonneau" case with sculptured dial, sweep second hand.	**10·95**
	Available with silver grain dial. (332)	**10·95**
	Also in chrome case, silver dial. (334)	**9·95**
	And with blue dial. (335)	**9·95**
338	Ladies gold plated date watch, 17 jewels, sweep second hand, on strap.	**10·95**
	Also in chrome plate, with blue dial. (336)	**9·95**
342	Ladies 18ct. gold plated watch with 17 jewels, sweep second hand, leather strap.	**8·95**
	On fully expanding "Toppsflex" bracelet. (343)	**10·50**
346	Ladies "Sports" model with brushed finish gold plated case, 17 jewels, sweep second hand, leather strap.	**9·95**
	In brushed finish chrome plate and blue dial. (344)	**8·95**

Notes

1. All the prices are the Recommended Retail selling prices inclusive of V.A.T. and are subject to change.
2. The gold plated Sekonda watches are plated with 18 ct. gold to a thickness of 20 microns for men's watches, and 12 microns for the ladies' models.
3. All models are fitted with stainless steel case backs.
4. Care should be taken that Sekonda watches are not immersed in water. The screw back on some models is a case design feature only.
5. Shock resistant means protection against accidental shocks incurred in normal use.

Your Sekonda stockist



The front cover picture of the colour catalogue shows:— The Kremlin, Red Square, and the Hotel "Russia," Moscow.